

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Javier B. ARELLANO et al. Group Art Unit: 2174  
Appl. No. : 10/736,690 Examiner: B. PARKER  
Filed : December 17, 2003 Confirmation No.: 4131  
For : SYSTEM AND METHODS FOR AN ARCHITECTURAL  
FRAMEWORK FOR DESIGN OF AN ADAPTIVE, PERSONALIZED,  
INTERACTIVE CONTENT DELIVERY SYSTEM

**AMENDMENT UNDER 37 C.F.R. § 1.116**

Commissioner for Patents  
U.S. Patent and Trademark Office  
Customer Window, Mail Stop AMENDMENT  
Randolph Building  
401 Dulany Street  
Alexandria, VA 22314

Sir:

In response to the final Official Action of July 27, 2007, in which a three-month shortened statutory period for response is set to expire on October 29, 2007 (October 27, 2007, falling on a Saturday), Applicants respectfully request reconsideration and withdrawal of the outstanding rejections set forth in the above-mentioned final Official Action, in view of the following amendments and remarks.

**Amendments to the Claims** begin on page 2 of this Reply.  
**Remarks** begin on page 5 of this Reply.